

BUDGET SUPPLEMENT NO: 9

May 23, 2006

**SUBJECT: Public Safety Enhanced Parking Enforcement
in Downtown**

BUDGET SUPPLEMENT REQUEST SUMMARY

This Budget Supplement requests funding for two part time Parking Enforcement Officers (PEOs). This proposal is designed to be cost neutral as the increased parking citation revenues will off-set the operating expenses associated with the positions.

It is estimated that the number of citations written will increase by approximately 2800 for a revenue increase of \$96,914 over current estimations.

BACKGROUND

With the continued development of the Sunnyvale Downtown Area the city has been experiencing increased issues with parking congestion. During the February 4, 2006 Budget Restructure Review Meeting, Council requested staff to evaluate the possibility of having additional parking enforcement deployed in the downtown area to ensure that the parking restrictions are enforced. The Department of Public Safety believes that an enhanced parking enforcement program will ease some of the tensions felt by the downtown merchants and make the area more accessible to patrons. However, a significant increase in the level of parking enforcement can not be done with existing resources.

EXISTING POLICY

Law Enforcement Sub-Element

Goal 4.1B

Provide community oriented services that are responsive to citizens needs in traditionally non criminal areas.

DISCUSSION

With the continuing development of the Downtown and surrounding area, Council has expressed concerns over a need to enhance the current parking enforcement efforts. The Department of Public Safety currently issues approximately 3,000 parking citation per year; this is done by Public Safety Officers and Nuisance Vehicle Inspectors (NVIs). With the addition of the PEOs, the number of citations issued will potentially double and with the increase in the citation amounts the revenue will cover the costs of the staff hours.

The activities of the PEOs will supplement the parking enforcement efforts currently performed by Public Safety Officers and the existing NVIs, not replace it.

SERVICE LEVEL IMPACT

The addition of two part time PEOs will significantly improve the department's ability to enforce existing parking ordinances. Staff will be better able to respond to complaints generated by the community and will have more time for proactive enforcement.

FISCAL IMPACT

It is anticipated that this proposal will have no net fiscal impact on the City. The majority of common parking violation fines are \$41.00. Six dollars is remitted to the County of Santa Clara for various administrative fees, leaving \$35.00 per citation in revenue. This supplement requests funding for two part time PEOs at a total of 2,747 hours. If the PEOs issue approximately 1.4 citations per hour for 1,000 hours of enforcement time (the remaining time will be spent on administrative follow up etc.) at a value of \$35.00 per citation the additional revenue is estimated to be \$96,914. This covers the full cost of the PEO's with no net fiscal impact to the General Fund.

CONCLUSION

The Goal of Public Safety is to increase compliance with parking ordinances and provide a safe and welcome environment for business owners and patrons in the new downtown area and else where in Sunnyvale.

Staff requests Council approve this proposal for a cost neutral budget supplement that is intended to establish funding for two part time Parking Enforcement Officers. It is estimated that the additional costs will be fully recovered through increased parking citation revenues.

Prepared by:

Heather Tannehill
Program Manager

Reviewed by:

Don Johnson
Director of Public Safety

Reviewed by:

Mary J. Bradley
Director of Finance

City Manager's Recommendation

☐ Approve Budget Supplement for funding

☐ Do Not Approve Budget Supplement for funding

Amy Chan
City Manager

Attachments

Attachment A – Budget Supplement Form

BUDGET SUPPLEMENT FORM
Fiscal Year 2006/2007

BUDGET SUPPLEMENT #9: PUBLIC SAFETY ENHANCED TRAFFIC ENFORCEMENT

FISCAL IMPACT :	\$0
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TOTAL PROPOSED COSTS (Savings) :	\$96,914
TOTAL PROPOSED REVENUES :	\$96,914
NET IMPACT :	\$0

20-YEAR IMPACT :	\$0
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DESCRIPTION OF THE TYPE OF RESOURCES AND THE PURPOSE FOR WHICH THEY ARE BEING REQUESTED:

This Budget Supplement requests funding for two part-time Parking Enforcement Officers (PEO's).

CURRENT	PROPOSED
PROGRAM 483 – COMMUNITY SAFETY SERVICES	
STATEMENT	STATEMENT
Promote a safe environment for neighborhoods, businesses, and schools by providing specialized traffic enforcement, disaster preparedness training and education, animal control services, and crime prevention programs...	One (1) additional bullet-point: Enforcing parking standards throughout the City, focusing on the downtown area.
PROGRAM MEASURES	
MEASURE	MEASURE
N/A	No Proposed Changes
SERVICE DELIVERY PLAN 483-04	
DESCRIPTION OF SERVICE DELIVERY PLAN	DESCRIPTION OF SERVICE DELIVERY PLAN
Provide specialized services, in partnership with the community, to support a safe environment for neighborhoods, schools and businesses...	One (1) additional bullet-point: Enforcing parking standards throughout the City, focusing on the downtown area.

CURRENT				PROPOSED			
ACTIVITIES/PRODUCTS							
ACTIVITY #	DESCRIPTION	PRODUCT TYPE	PRODUCT	ACTIVITY #	DESCRIPTION	PRODUCT TYPE	PRODUCT
N/A	N/A	N/A	N/A	New	Enforce Parking Standards Throughout the City	A Citation Issued	2,800
FISCAL IMPACT							
TOTAL SDP COSTS – CURRENT			\$2,066,184	TOTAL SDP COSTS – PROPOSED			\$2,163,098

ACTIVITY DETAIL
COST, HOURS AND PRODUCTS

SERVICE DELIVERY PLAN 483-04

PERSONNEL

ACTIVITY #	JOB CODE	CLASSIFICATION	WORK HOURS	PRODUCTS	COSTS
NEW	8600	Nuisance Vehicle Inspector	2,747	2,800	\$96,914
TOTALS			2,747	2,800	\$96,914

GRAND TOTAL	\$96,914
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